

## CLAIM AMENDMENTS

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1. **(Amended)** A method for profiling an inquiry pool of candidates interested in attending an identified institution of higher learning preliminarily to providing candidates from the pool with an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment at an identified institution and the preferences of the identified institution for students with predetermined characteristics;

(b) electronically evaluating the candidates in the data base against a first predetermined profile including:

(i) to the extent available in the data base, information as to the candidate's high school class year, the prior visit of the candidate to the institution, and the source of the information about the candidate's initial contact with the institution in the data base, and

(ii) the preferences of the institution,

to thereby select candidates for further contact; and

(c) providing a report of the electronic evaluation.

2. **(Original)** The method of Claim 1 wherein the first predetermined profile includes the gender and ethnicity of each candidate; and

wherein the report of the electronic reevaluation includes an evaluation of the

degree of gender and ethnicity representation of the candidates in the data base.

3. (Original) The method of Claim 2 wherein the first predetermined profile also includes the geographic area of residence of each candidate; and

wherein the report of the electronic reevaluation also includes an evaluation of the degree of geographic area of residence representation of the candidates in the data base.

4. (Original) The method of Claim 1 including the step of:

(d) preparing mailing list as function of evaluated interest.

5. (Original) The method of Claim 1 wherein the data base includes a list of available documentation about the institution; and including the further steps of:

(g) selecting documentation for mailing as a function of the profiling; and

(h) mailing the selected documentation.

6. **(Amended)** A method for evaluating the interest of candidates in attending an identified institution of higher learning preliminarily to providing the candidates with an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment at an identified institution;

(b) electronically evaluating the candidates in the data base against a first predetermined profile; and

(c) providing a report of the electronic evaluation of the candidate's interest.

7. (Original) The method of Claim 6 including the further step of (g) preparing a mailing list of selected candidates as a function of the evaluated interest.

8. (Original) The method of Claim 7 wherein the data base includes a list of available documentation relating to preselected features of the institution; and including the further steps of:

(g) selecting available documentation as a function of the evaluated interest; and

(h) mailing the selected documentation to each of the selected candidates on the mailing list.

9. **(Amended)** A method for evaluating the continued interest of candidates in attending an identified institution of higher learning preliminarily to providing the candidates with an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment at an identified institution and the preferences of the institution for students with predetermined characteristics;

(b) electronically evaluating the candidates in the data base against a first predetermined profile including:

(i) information relating to the candidate's high school class year, the prior visit of the candidate to the institution, and the source of the information about the candidate's initial contact with the institution in the data base, and

(ii) the preferences of the institution, to thereby select candidates for further contact;

(c) electronically requesting predetermined information from the selected candidates;

(d) entering the electronic responses to the electronic request for information into the data base;

(e) electronically reevaluating the selected candidates in the data base against a second predetermined profile to thereby evaluate the interest of the selected candidates in attending the institution; and

01 (f) providing a report of the electronic reevaluation

10. (Original) The method of Claim 9 wherein the electronic request includes the steps of:

constructing an electronic survey;

locating the electronic survey on a web page at the web site of the institution;

create a unique access number for each candidate;

providing each candidate with his unique access number in an e-mail request for information by an electronic survey; and

automatically updating the data base with the responses from the electronic survey.

11. (Original) The method of Claim 9 including the further step of (g) preparing a mailing list of selected candidates as a function of the evaluated continued interest.

12. (Original) The method of Claim 11 wherein the data base includes a list of available documentation relating to preselected features of the institution; and

including the further steps of:

(h) selecting available documentation as a function of the electronic responses to the electronic request for information, and

(i) mailing the selected documentation to each of the selected candidates on the mailing list.

13. **(Amended)** A method for evaluating the continued interest of candidates in attending an identified institution of higher learning preliminarily to providing the candidates with an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for interested in enrollment at the identified institution and the preferences of the institution for students with predetermined characteristics;

(b) electronically evaluating the candidates in the data base against a first predetermined profile;

(c) providing a web page for the institution, the web page housing a survey requesting predetermined information related to the continued interest of candidates in enrolling at the institution;

(d) sending an e-mail to the selected candidates directing them to the institutions web page;

(e) electronically reevaluating the selected candidates in the data base against a second predetermined profile to thereby gage the continued interest of the selected candidates in attending the institution; and

(f) providing a report of the electronic reevaluation.

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